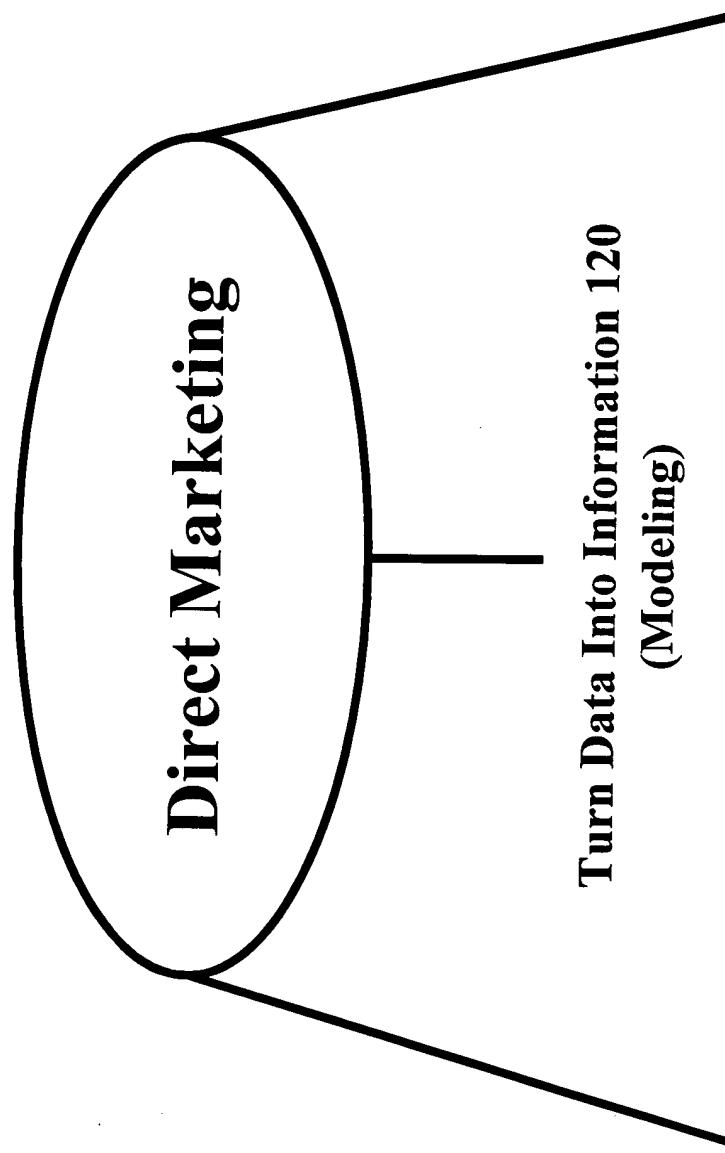


Figure 1

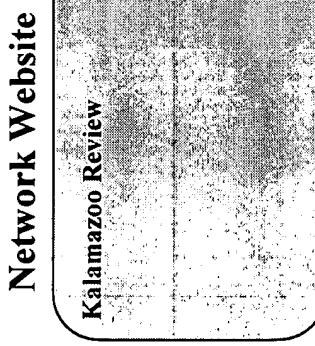


Customers, Clients, and Data 110

Ad Serving System 130

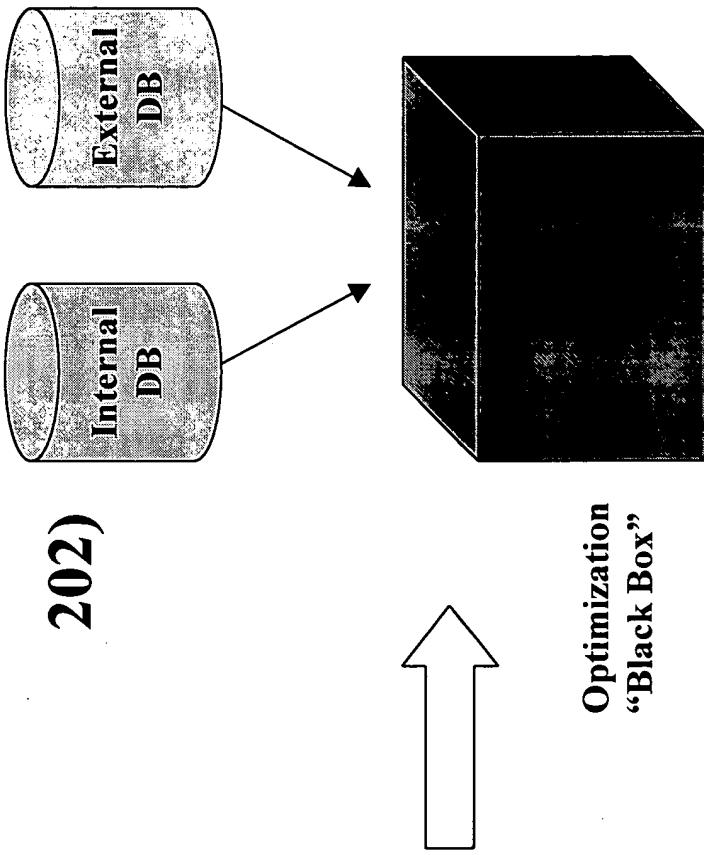
Figure 2

201)



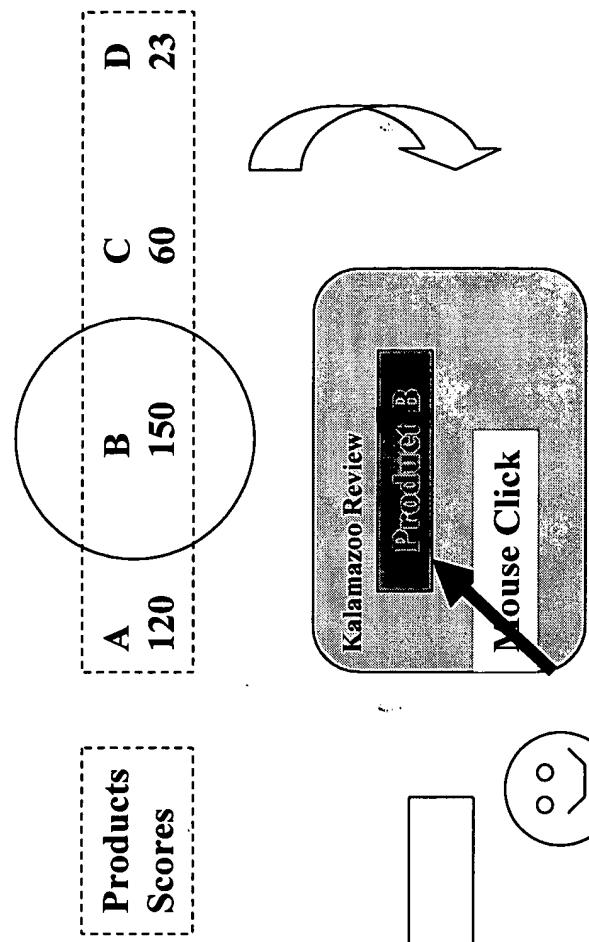
<u>Ideal Products:</u>
Brand Names
Mass Appeal

202)



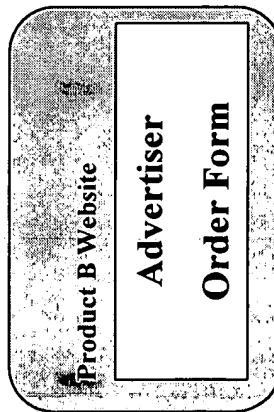
Optimization
“Black Box”

203)



<u>Products</u>
<u>Scores</u>

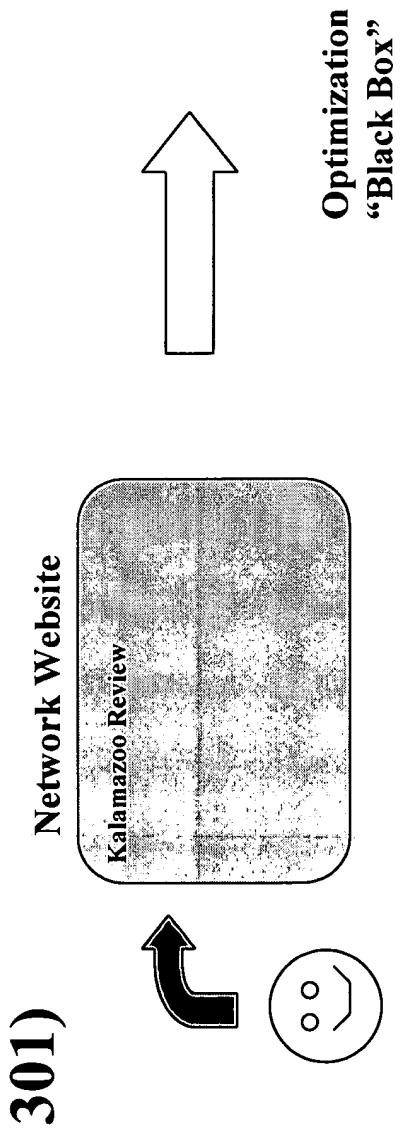
203)



Advertiser

Order Form

Figure 3

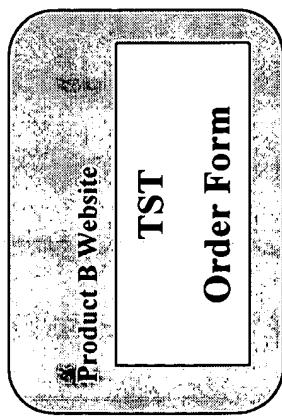


Ideal Products:
Lots
Niche

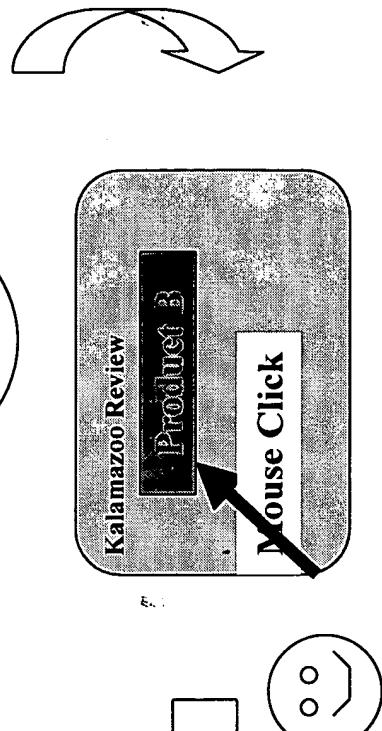
Products Scores	
A	120
B	150
C	60
D	23

A	120
B	150
C	60
D	23

304)



303)



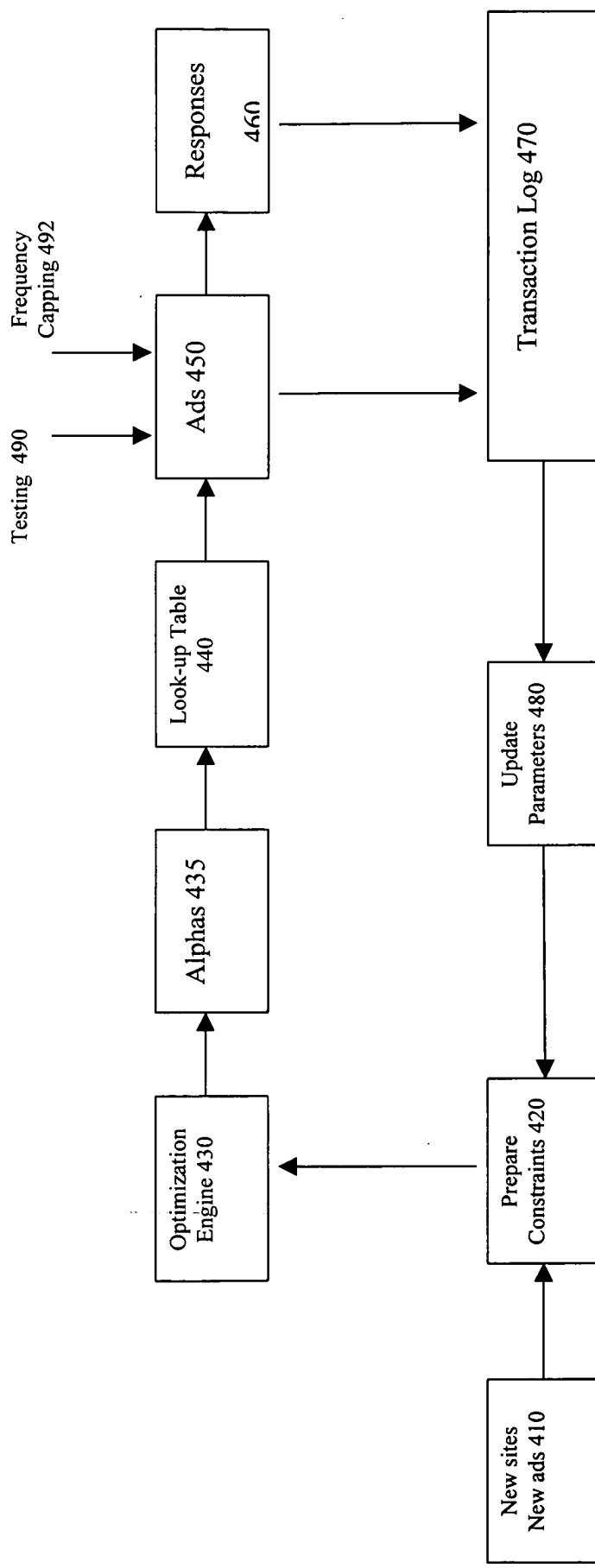


Figure 4

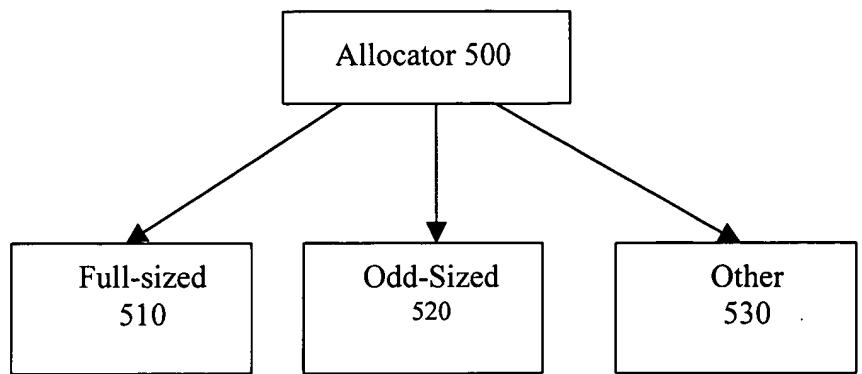


Figure 5

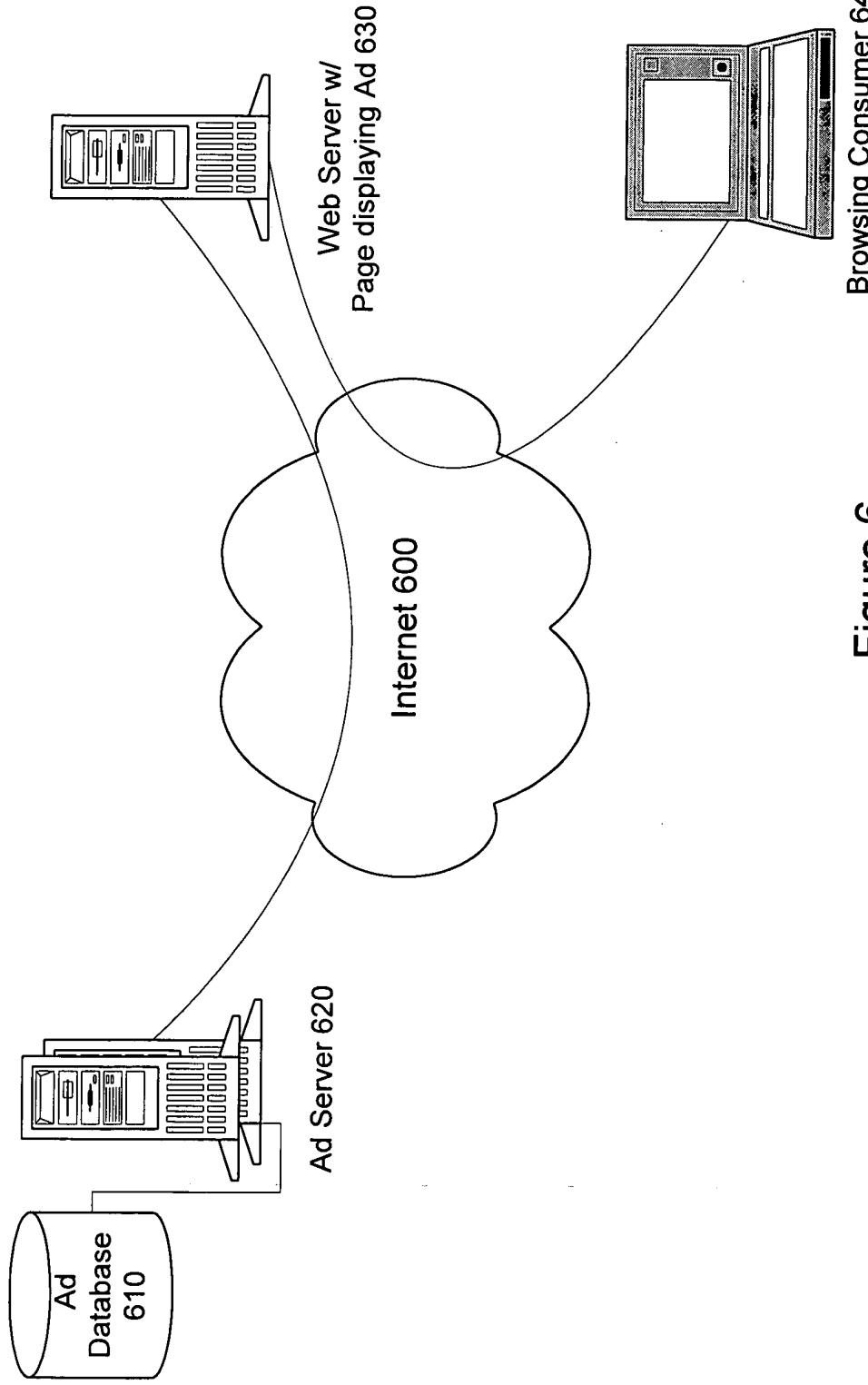


Figure 6
Browsing Consumer 640

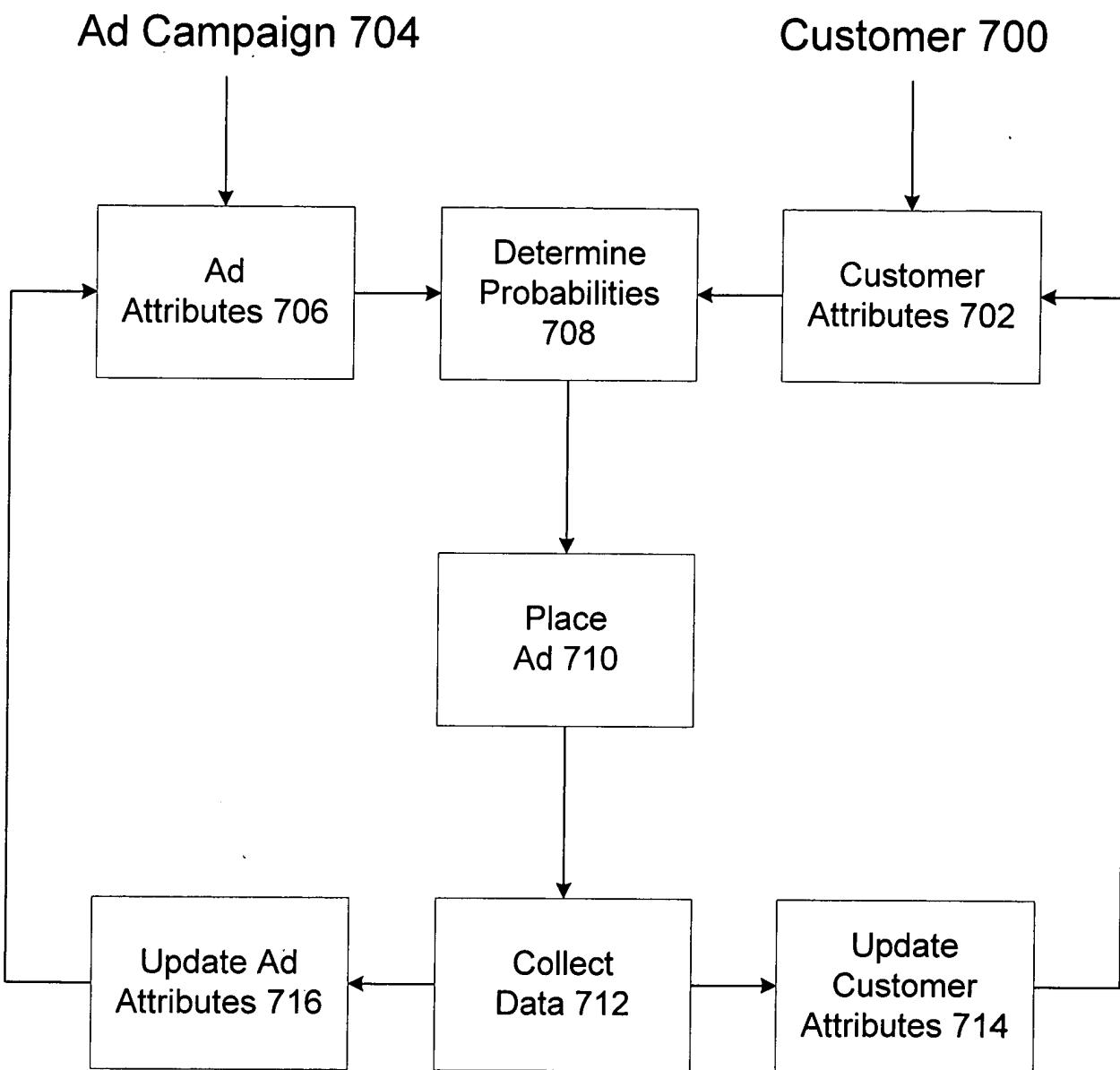


Figure 7

Figure 8

New Media Ad Space

Advertisers

